1987 Nielsen Report

B6670-1-U

NIELSEN TELEVISION RESEARCH SERVICES

IN THE UNITED STATES . . .

Nielsen Television Index (NTI) provides continuing estimates of TV viewing and national sponsored network program audiences, including national ratings 52 weeks per year. Data regularly reported include persons audiences and household audiences by market sections, Daily Ratings, Cost/1000 Estimates and Program and Brand Cumulative Audiences. In addition, the National Audience Demographics Report provides estimates of audiences by persons categories within household demographics. NTI's on-line multiphase time sharing computer systems offer clients direct access to a wide range of special analyses.

Nielsen Station Index (NSI) measures television station audiences in over 200 local markets, and provides season-to-season reports (up to seven per market per year) on viewing by time periods and programs. NSI measurements include metro area and Designated Market Area (DMA) ratings, station total audiences, program preemptions, cumulative audiences and estimates of viewing over a wide range of demographic categories.

Nielsen Metered Market Service provides daily and weekly reports on television audiences in New York, Los Angeles, Chicago, San Francisco-Oakland, Philadelphia, Detroit, Washington, D.C., Boston, Dallas-Ft. Worth, Houston, Miami-Ft. Lauderdale, Denver and Atlanta. Seattle-Tacoma and Hartford & New Haven will be added in 1987.

Nielsen Homevideo Index (NHI) provides measurement services for the cable television industry and related in-home video forms. This includes audience measurements for the cable satellite networks, local cable systems, pay-TV services and program suppliers.

Nielsen Syndication Service (NSS) combines data on syndication from all three Nielsen Media Research services (NTI, NSI and NHI), providing one source for existing syndication data, reports and services, and offering new products for those in the program syndication business.

IN CANADA . . .

Nielsen Broadcast Index (NBI) is the Canadian counterpart of the Nielsen Station Index in the United States. NBI measures television station audiences in the 42 DMA's that comprise the total Canadian national market. NBI report frequency varies from 6-21 weeks, depending on market size. Report book features include demographics, special vs. regular time period listings, trends, cumes, week-by-week ratings and metro area ratings for major reports.

Nielsen Television Index (NTI) publishes network television audience measurement reports for 52 weeks of the year. These reports cover all programs carried on Canadian networks: CBC, CTV, Global, Radio-Canada, TVA, Radio Quebec and Quatre Seasons.

IN COLOMBIA . . .

Diary measurements of urban areas are available on a quarterly basis. There are also optional monthly reports.

IN JAPAN . . .

Nielsen Station Index was established in 1961, and produces local market measurements for the Tokyo, Osaka and Nagoya areas. Meters and a separate sample of diaries are used to measure household and persons audiences.

Additional copies of this brochure are available at no charge upon request to Nielsen Media Research, Nielsen Plaza, Northbrook, Illinois 60062, U.S.A.

The Nielsen data in this booklet are estimates of the audiences and other characteristics of television usage as derived from Nielsen Television Index and Nielsen Station Index measurements. The use of mathematical terms herein should not be regarded as a representation by Nielsen that such measurements are exact to precise mathematical values.

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1987 Nielsen Report on Television

This is a special year for us. Besides being our 37th year of measuring television, it also marks the induction of our founder, A.C. Nielsen, Sr., into the Advertising Hall of Fame. A star in his own right, Mr. Nielsen's name has become synonymous with TV ratings. His accomplishments were many, setting the standards for marketing and advertising research.

As a Company of The Dun & Bradstreet Corporation, we continue that tradition, preparing for a new era of audience research. Starting in September, at the conclusion of a three-year test, the Nielsen People Meter begins providing national measurements of U.S. television audiences. This exciting new technology also will be operational before long in Canada and in selected local TV markets.

Nielsen, today as in the past, is dedicated to using the newest, most reliable and thoroughly tested research technologies. This is a commitment to those we serve through the television, cable and advertising communities.

Highlights from the many reports and studies we have produced are contained in this, our 32nd annual review of the electronic media. I believe you will find it as interesting as our previous editions.

James D. Lyons
President
Nielsen Media Research

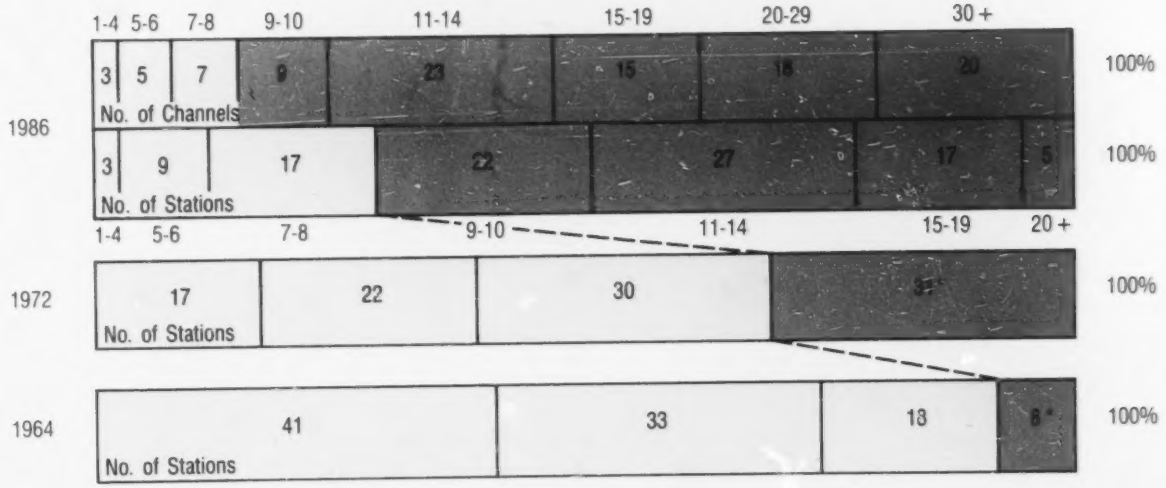
More Viewing Choices

As of September 1986, Nielsen Television Index reports that 71% of U.S. TV households could receive nine or more TV stations. As a comparison, only 8% could receive that many stations in 1964.

The number of available viewing choices is even greater when cable channels are included with the over-the-air station channels: 85% can receive nine or more channels and 20% can receive 30+ channels.

There were 1,285 TV stations (982 commercial and 303 public) on the air, according to October 1986 Federal Communications Commission figures. In addition, Nielsen Homevideo Index reports that there are 10,015 cable systems in the U.S.

STATIONS & CHANNELS RECEIVABLE PER TV HOUSEHOLD
% SHARE OF TV HOUSEHOLDS

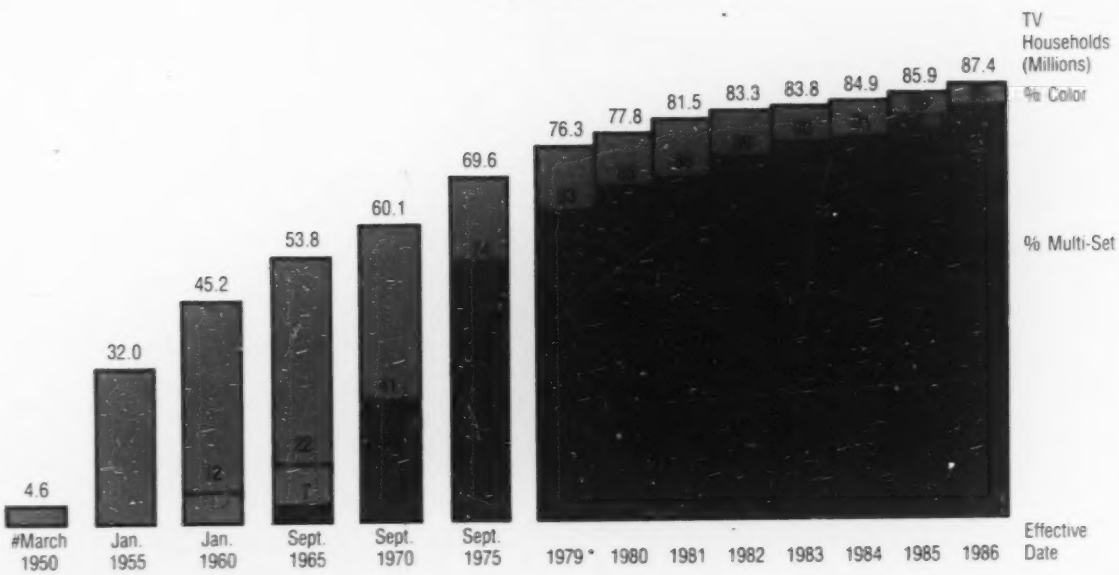


Source: NTI Sample July 1964, 1972, September 1986
*9 + Stations

More TV Households

Nielsen Media Research estimates that 87.4 million U.S. households owned at least one TV set as of January 1987. 95% of these households had color TV and 59% had two or more sets.

TV OWNERSHIP

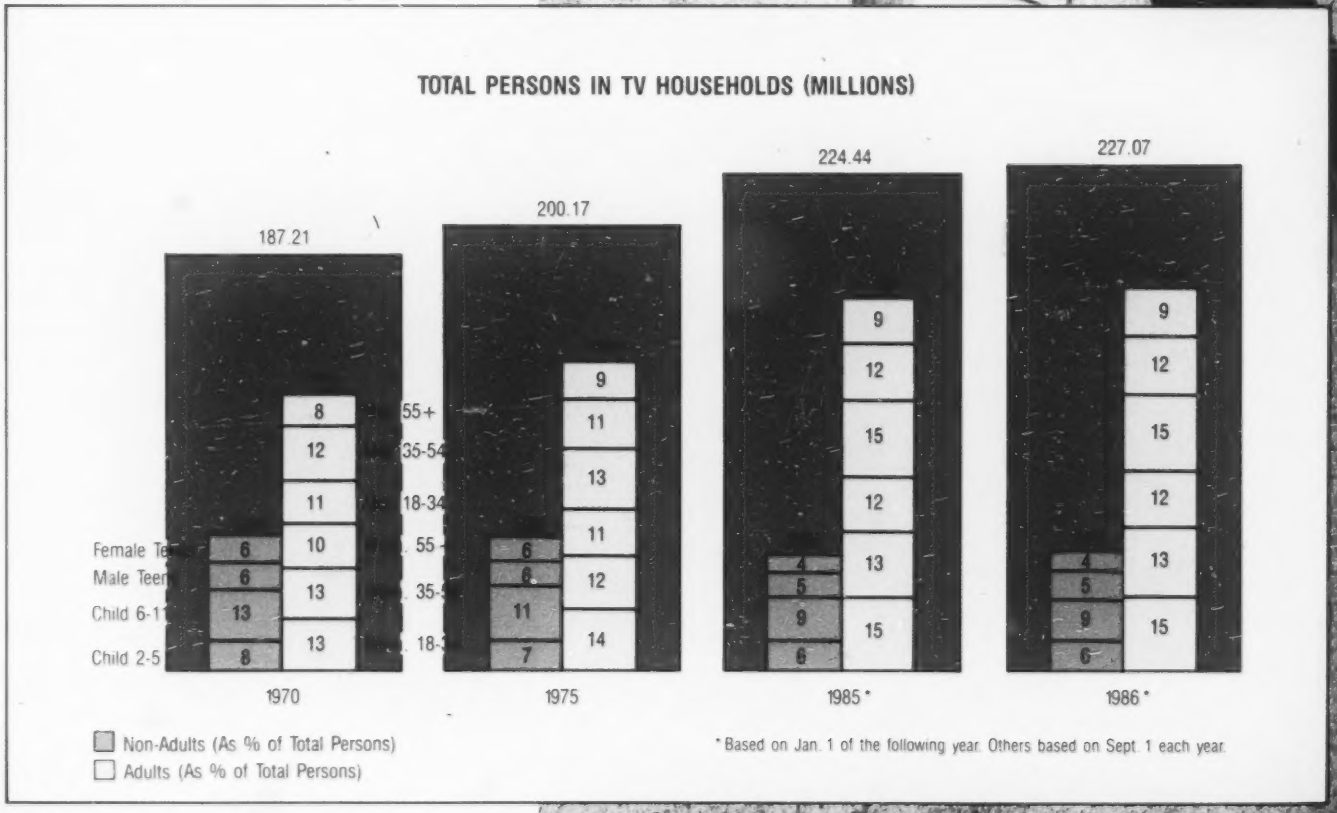


#TV Ownership U.S. Census 1950-'70; Nielsen Estimates 1975-'86
Color: ARF Census 1965; Nielsen Estimates 1970-'86
Multi-Set: U.S. Census 1960-'65; Nielsen Estimates 1970-'86

*As of 1979, estimates based on Jan. 1 of following year, effective in September

More Total Persons in TV Households

The total number of persons in TV households has grown 21% since 1970, but the adult share has risen nine points to 76% while the share of non-adults (particularly children) has declined to 24%. This disparity, however, has not increased in the last two years.

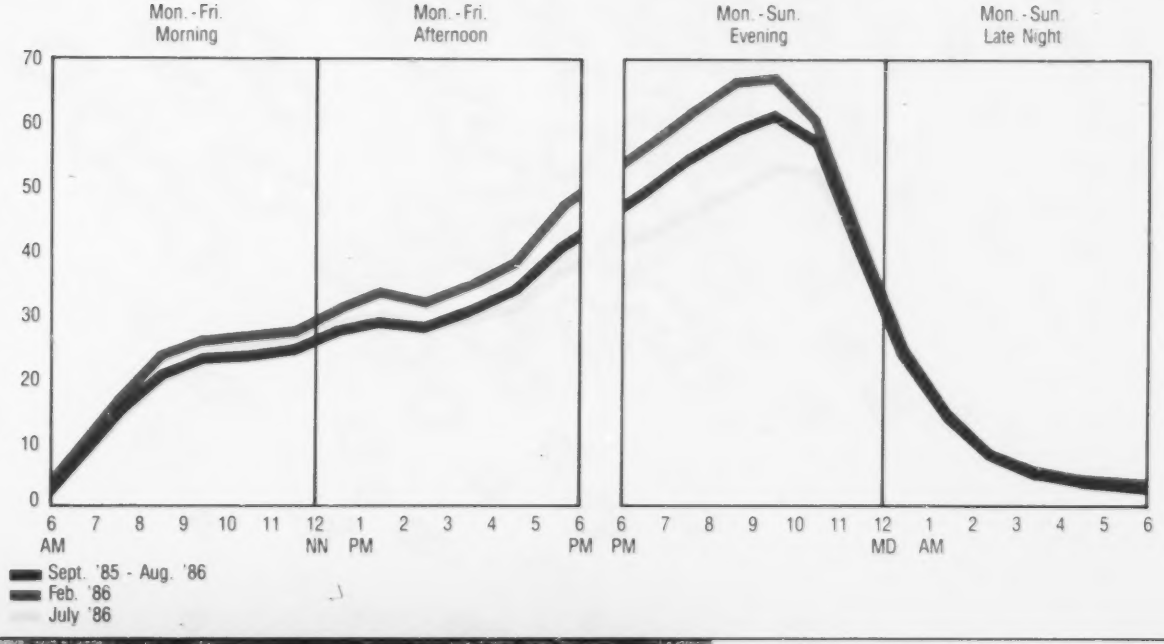


Viewing Peaks in Mid-Evening

Television viewing increases throughout the day, reaching a high between 8 and 10 PM, then declines as people retire for the night.

There are some variations in TV usage between summer and winter. The greatest differences are during late afternoon and early evening. However, there are only minor seasonal differences in early morning and late night.

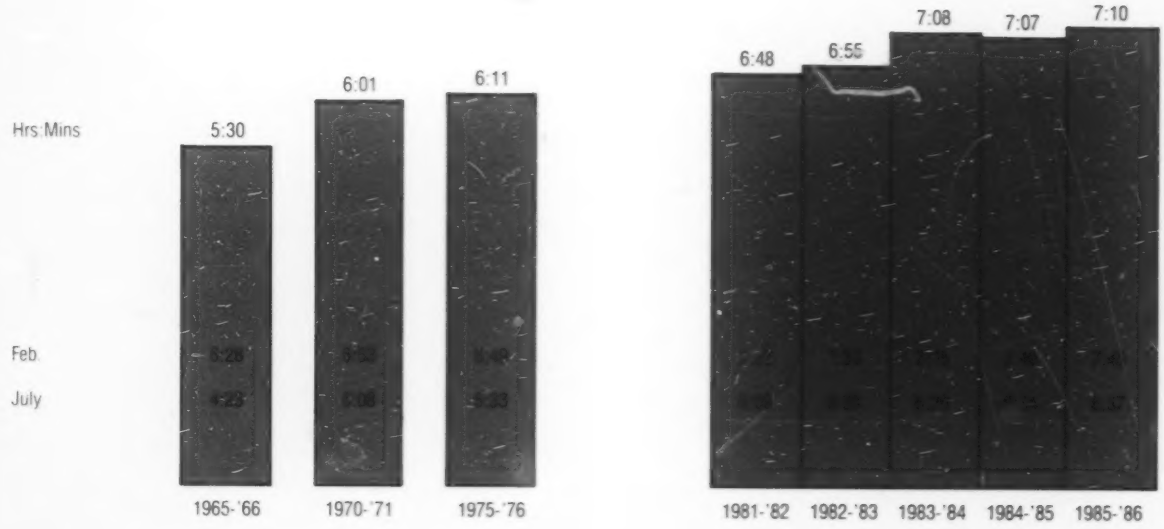
PERCENT OF HOUSEHOLDS USING TELEVISION



TV Usage Inches Upward

TV households viewed a record high average of seven hours and ten minutes a day during the September 1985-August 1986 TV season. February and July TV usage (representing high and low viewing periods respectively) have also shown increases over the years.

AVERAGE HOURS OF HOUSEHOLD TV USAGE PER DAY

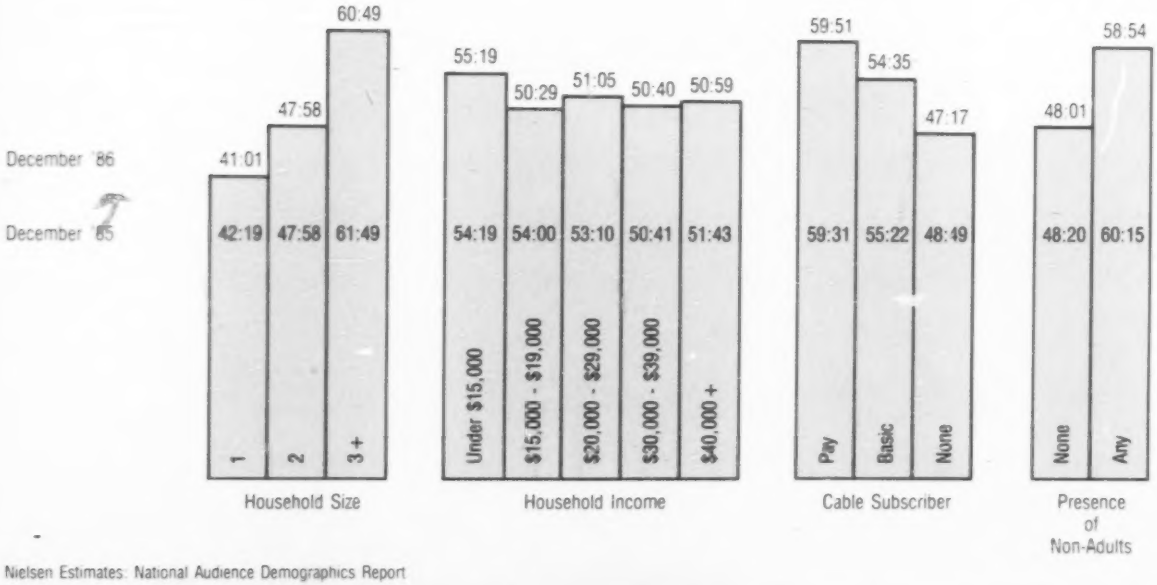


Nielsen estimates based on total U.S. Households Sept.-Aug. 48-Week average excluding unusual days.

Household Characteristics

Viewing levels in TV households vary according to the characteristics of those households. For example, in December 1986, those that viewed the most were: households having three or more people, pay cable households and households with non-adults. Even the lowest viewing group, single person households, had their sets on over 41 hours a week, more time than most people spend at their job.

HOURS OF TV USAGE PER WEEK BY HOUSEHOLD CHARACTERISTICS
MONDAY - SUNDAY 24 HOUR TOTAL



Nielsen Estimates: National Audience Demographics Report

Weekly TV Activity

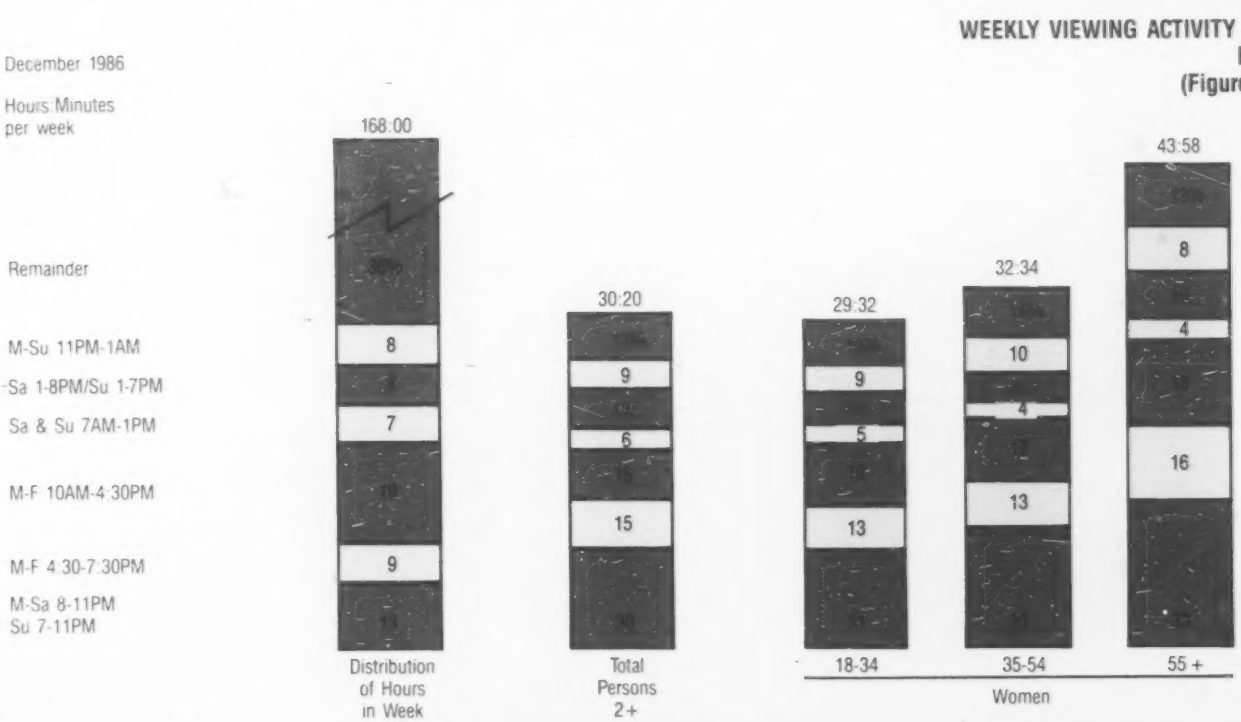
In general, women view more television than men; older adults view more than younger men and women; and younger children view more than older children and teenagers.

All but one of the demographic groups spend the greatest share of their time viewing television during prime time hours. The one exception is children 2-5, who spend the most time viewing weekdays 10 AM to 4:30 PM.

WEEKLY VIEWING ACTIVITY FOR WO
DECEMBE
(Figures in Ba

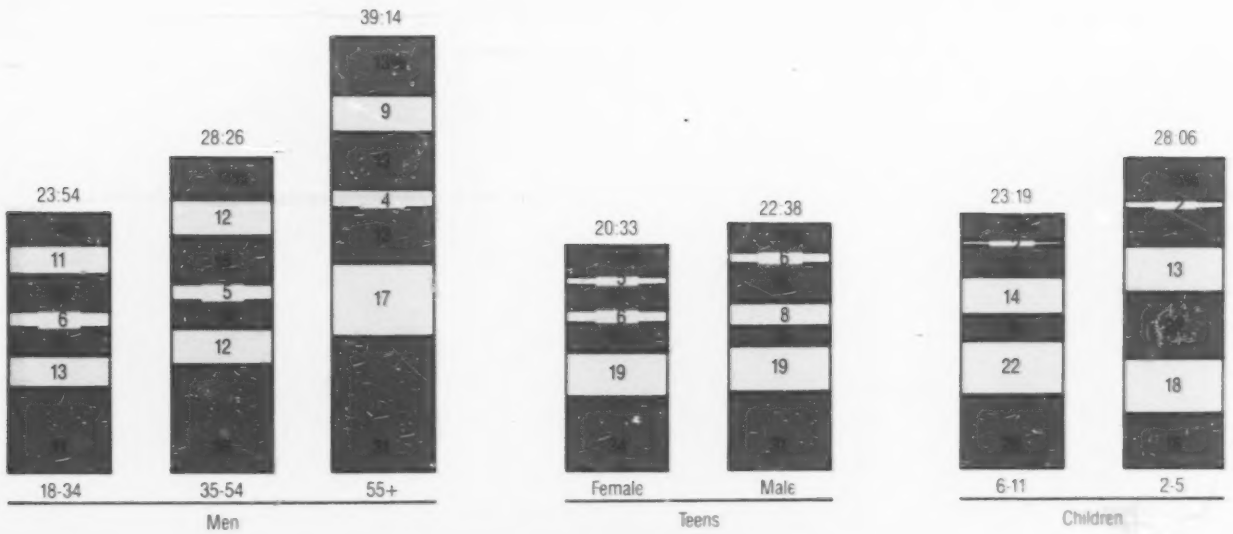
December 1986

Hours:Minutes per week



Nielsen Estimates National Audience Demographics Report

EN, MEN, TEENS AND CHILDREN
1986
are Shares)



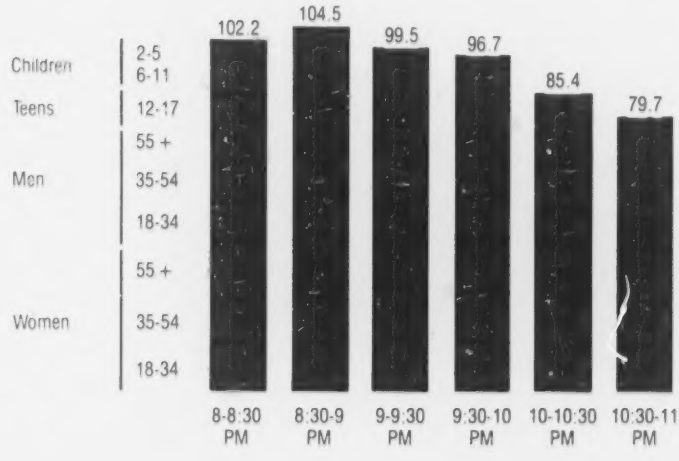
Prime Time Viewing

8:30 to 9 PM continues to be the most viewed half-hour prime time period. Women account for the greatest share of viewing during all of these half-hours.

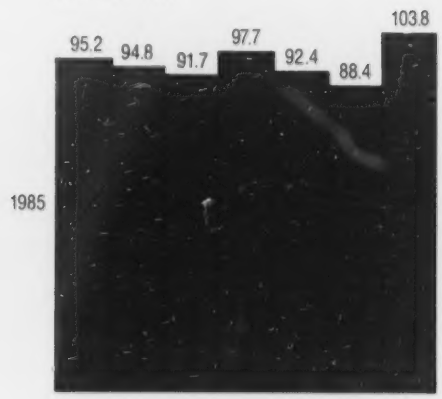
Sunday evening, as in previous years, is the most popular night for viewing television. Thursday is now 2nd, moving ahead of Monday which had been the runner-up most years, including 1985.

PERSONS VIEWING PRIME TIME (AVERAGE MINUTE)

By Half Hour
% Share — December 1986



By Night of the Week
Total Persons 2 + (Millions)
December 1986



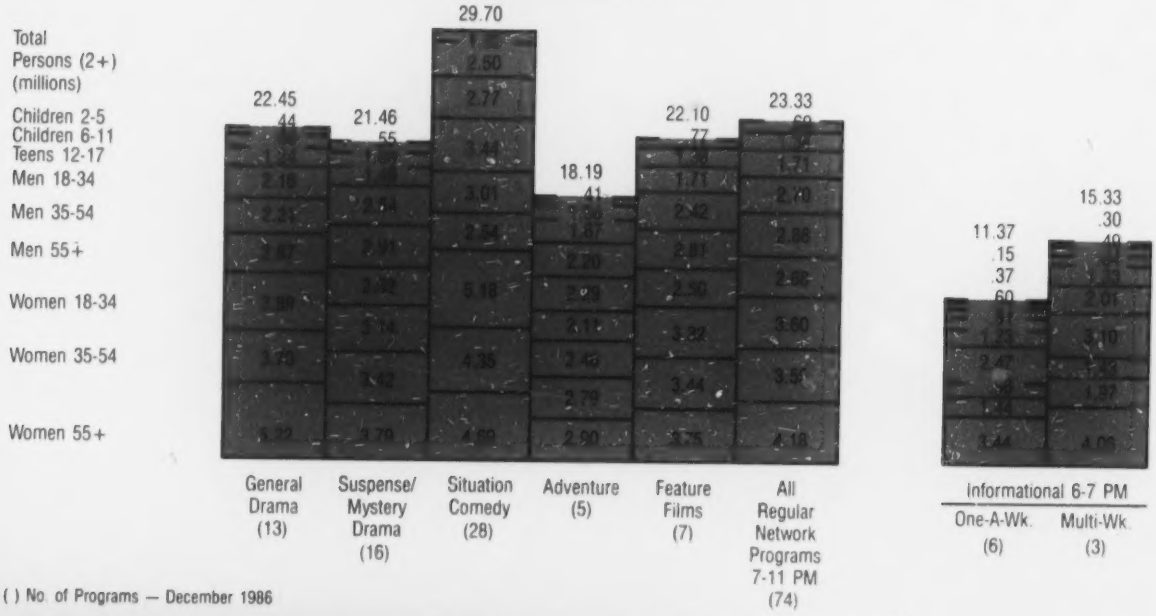
8-11 PM Eastern Time except Sunday 7-11 PM.
Excludes Unusual Days

Types of Programs

Situation Comedy programming attracted the largest prime time audiences in November 1986. General Drama ranked second, followed by Feature Films.

Women 18-34 made up the greatest segment of the audience for Situation Comedies. Women 55+ had the greatest share of audience for General Drama, Suspense/Mystery Drama, Adventure and Feature Films.

AUDIENCE COMPOSITION BY SELECTED PROGRAM TYPE
REGULARLY SCHEDULED NETWORK PROGRAMS 7-11 PM
(Average Minute Audiences)



( ) No. of Programs — December 1986

VCR Recording

Video cassette recorder ownership is growing dramatically, bringing with it a new form of television set usage. Recent measurements in the Nielsen Television Index (NTI) sample have shown most recording done during prime time (42%) and weekday daytime (23%). Most recordings are made with the television set turned off, and 72% of all the recordings are of programs telecast by network affiliated stations.

VIDEO CASSETTE RECORDER ACTIVITY IN VCR HOMES
JANUARY 1987

When is Recording Done?

	M-Su 8-11PM & Su 7-8PM	M-F 10AM-4:30PM	M-Su 11PM-1AM	M-Su 1AM-6AM	M-F 4:30-8PM	Sa 1-8PM	Su 1-7PM	Other	
1987	42%	23	8	8	5	3	5	6	100%
1986	45%	23	8	6	4	3	6	5	100%

How is Recording Done?

	With TV Set Turned Off	TV on Diff. Channel	TV on Same Channel	
1987	46%	18	36	100%
1986	50%	16	34	100%

	Network Affiliated Stations	Independ. Stas.	PBS	Pay Cable	Cable Origin	
1987	72%	12	4	9	3	100%
1986	72%	10	4	11	3	100%

VCR Audiences

In general, the recordings by VCR's only contribute a minor amount of additional audience to programs.

In examining daily VCR activity during prime time, we find the greatest share of recording occurs on Sunday evening. Play activity, which may include use of rented tapes in addition to home recordings, was strongest on the weekend with Saturday evening generally the leader.

There were more minutes devoted to recording in prime time in November and January; more time devoted to play activity in July and January.

PRIME TIME* VCR ACTIVITY

	Record Time % Share of Minutes				Play Time % Share of Minutes			
	1986			1987	1986			1987
	May	July	Nov.	Jan.	May	July	Nov.	Jan.
	100%				100%			
Monday	16	10	14	13	12	13	10	11
Tuesday	12	13	12	17	12	12	12	11
Wednesday	13	8	11	11	12	15	13	11
Thursday	16	17	16	14	9	12	10	13
Friday	11	17	16	13	17	12	16	17
Saturday	7	10	9	11	22	18	22	20
Sunday	25	25	22	21	16	18	17	17
Total Minutes	75	40	88	84	68	74	69	79

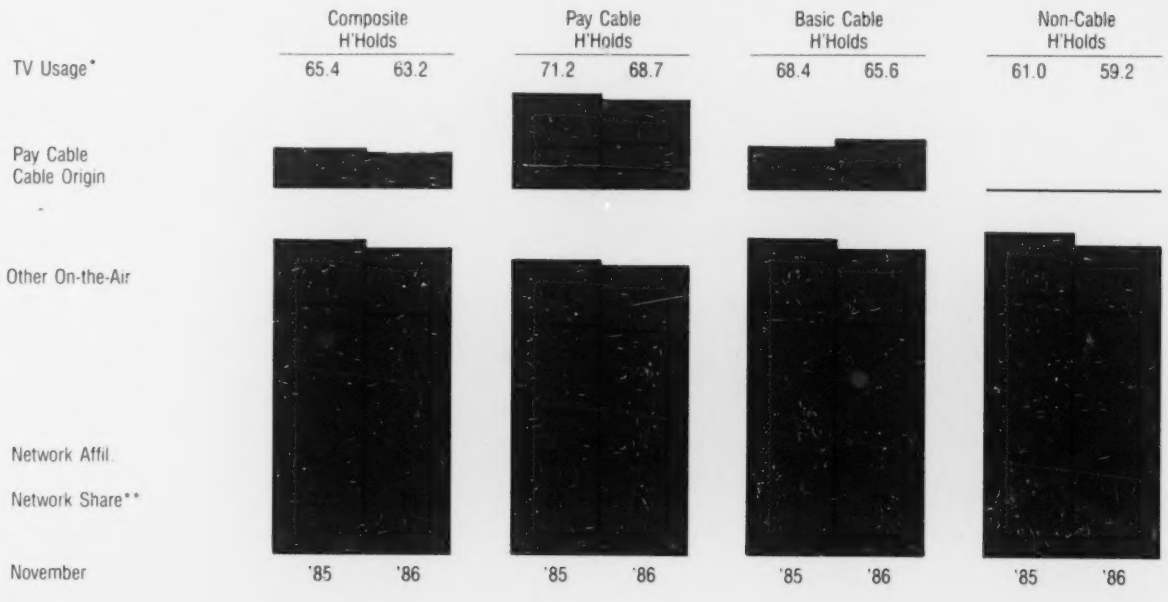
*Mon.-Sat. 8PM-11PM NYT; Sun. 7PM-11PM NYT

Cable Viewing

In general, households subscribing to pay cable services view more television than non-cable or basic cable households.

In prime time, the largest share of viewing (67%) is still to network programming. Pay cable offerings have a 10.8 rating or 16 share and non-pay cable originated programming has a 7.8 rating or a 11 share.

SOURCE OF HOUSEHOLD VIEWING—PRIME TIME (MON.-SUN. 8-11PM)



*May be less than sum of reception sources because of simultaneous viewing
**Network/% TV Usage

Syndicated Programs

There are over 450 syndicated programs scheduled at various times on both network affiliated and independent stations. Many of these programs were on network TV at one time, while others were made exclusively for local scheduling.

This list shows the top 20 programs in November 1986, ranked by their average household rating within the area in which they could be viewed. Wide variances can be seen in the number of markets in which they were telecast and the % of U.S. TV Households which could view these programs (% coverage).

Consequently, the coverage of a syndicated program must be considered, as well as its rating, when gauging the overall impact on a total U.S. basis.

TOP RANKING SYNDICATED PROGRAMS
November 1986

Rank	Program	% Rating*	Share	# Markets	% Coverage
1	Wheel of Fortune	19.3	33	199	99.6
2	Jeopardy	12.3	26	189	98.4
3	PM Magazine	9.7	18	45	36.6
4	New Newlywed Game	8.9	17	181	96.5
5	M.A.S.H.	8.7	19	159	90.6
6	People's Court	8.2	21	181	95.3
7	Three's Company	7.9	18	143	84.7
8	Oprah Winfrey Show	7.7	31	131	89.3
9	So. West Conf. Football	7.7	25	19	7.4
10	Phil Donahue Show	7.6	29	181	97.9
10	National Geographic	7.6	15	47	27.4
12	Entertainment Tonight	7.5	15	140	87.6
12	Best of Natl. Geo. Spc.	7.5	14	59	44.7
14	Hollywood Squares	7.2	17	134	86.1
15	ACC Football	7.1	24	18	10.0
15	Hee Haw	7.1	18	165	77.8
17	Big Spin	6.9	12	9	10.7
18	Card Sharks	6.6	16	35	35.0
19	Facts of Life	6.5	13	104	76.4
20	Magnum P.I.	6.4	16	116	77.5

* Ratings based on DMA coverage as reported by Nielsen's Cassandra service.

Top Ten by Markets

The top ten nationally ranked prime evening network programs in November 1986 also showed up in one or more of the 13 markets where Nielsen has metered measurements of local TV audiences. Each market, however, had its own distinctive list. Some markets included one or more programs not found on either the national or other major market lists.

TOP TEN NETWORK PROGRAMS BASED ON NOVEMBER 1986 4 WEEK AVERAGE AS COMPUTED BY NIELSEN STATION INDEX

	Bill Cosby Show	Family Ties	Cheers	Murder, She Wrote	Golden Girls	Night Court	60 Minutes	Family Ties Sp.	Growing Pains	Moonlighting	Who's The Boss?	Reagan-Analysis (NBC)	Monday Night Football	Fresno Part One	Reagan Address (NBC)	Hill Street Blues	Dallas	20/20	
U.S.*	1	2	3	4	5	6	7	8	9	9	9								Rank
	35.5	33.8	28.2	26.8	26.1	25.2	24.6	24.5	22.5	22.5	22.5								A/A%
NEW YORK	1	2	3	4	8	6		10	10	7	9	5							Rank
	35.3	33.5	30.4	28.8	24.3	27.7		22.9	22.9	24.9	23.1	28.5							Rtg.
LOS ANGELES	1	2	4	3	5	9	8		10				6	7					Rank
	37.2	36.4	28.4	28.6	25.2	22.6	23.4		21.9				24.2	23.8					Rtg.
CHICAGO	2	1	3			4			9	6	6	5	8		10				Rank
	37.0	37.4	33.2			30.8			26.5	27.6	27.6	28.4	26.6		25.0				Rtg.
SAN FRAN./OAKLAND	1	3	6	4	10	8	7			9			2	5					Rank
	33.4	30.7	27.3	30.6	22.6	23.9	25.3			22.9			31.8	29.8					Rtg.
PHILADELPHIA	1	2	3		5	8	9		7	6	4	9							Rank
	39.5	37.3	32.2		29.6	28.4	27.1		28.9	29.3	29.9	27.1							Rtg.
DETROIT	1	2	5		8	7		6		10	9	3			3				Rank
	45.0	41.9	32.4		28.5	29.8		30.6		25.6	26.2	32.8			32.8				Rtg.
BOSTON	2	1	3	6		7	5	10		8		4			9				Rank
	34.4	35.0	29.5	25.7		25.3	26.3	22.7		24.1		28.1			23.3				Rtg.
WASHINGTON D.C.	1	2	4	6	10		5			8		3	7		9				Rank
	38.8	36.4	30.2	29.1	27.1		29.7			28.2		31.6	28.7		27.8				Rtg.
DALLAS/FT. WORTH	1	2	10	6			4		11	12		3	7	8	5		9		Rank
	34.0	29.2	22.7	25.1			27.6		22.4	22.3		28.5	24.9	23.9	26.0		23.1		Rtg.
HOUSTON	1	2	7		9	10			4	6	3	5			8				Rank
	33.9	31.2	24.5		22.4	22.1			26.9	25.7	28.4	26.7			23.4				Rtg.
MIAMI/FT. LAUDERDALE	1	2	6	8	5	10	3			8		7	4		12				Rank
	30.7	29.8	24.4	23.1	25.5	22.6	26.7			23.1		24.2	26.5		22.1				Rtg.
DENVER	2	1	3	8	7	5				6	9		4					9	Rank
	33.5	34.0	30.2	23.3	23.6	27.7				24.8	22.5		28.1					22.5	Rtg.
ATLANTA	1	2	5	8		7	9	6		9		3			4				Rank
	40.1	36.0	29.0	25.2		25.4	24.6	26.3		24.6		32.3			29.5				Rtg.

*Nielsen Television Index data for matching Nielsen Station Index dates of October 30 — November 26, 1986.

TOP 15 REGULARLY SCHEDULED NETWORK PROGRAMS

DECEMBER 1986
NIELSEN AVERAGE AUDIENCE ESTIMATES
2 OR MORE TELECASTS (15 MIN. OR LONGER)

TOTAL U.S. HOUSEHOLDS

PROGRAM NAME	AVERAGE AUDIENCE %
1. BILL COSBY SHOW	34.0
2. FAMILY TIES	31.8
3. CHEERS	26.7
4. NIGHT COURT	25.3
5. GOLDEN GIRLS	24.2
6. MURDER, SHE WROTE	23.5
7. 60 MINUTES	23.4
8. WHO'S THE BOSS	21.3
9. DALLAS	21.3
10. MOONLIGHTING	21.2
11. GROWING PAINS	21.2
12. NEWHART	20.2
13. NFL MONDAY NIGHT FOOTBALL	19.4
14. AMEN	19.4
15. NBC MONDAY NIGHT MOVIES	18.9

WOMEN 18+

PROGRAM NAME	AVERAGE AUDIENCE %
1. BILL COSBY SHOW	31.2
2. FAMILY TIES	29.1
3. CHEERS	22.9
4. NIGHT COURT	21.6
5. GOLDEN GIRLS	21.5
6. MURDER, SHE WROTE	19.6
7. DALLAS	19.0
8. MOONLIGHTING	18.7
9. GROWING PAINS	18.1
10. WHO'S THE BOSS	17.6
11. 60 MINUTES	16.9
12. AMEN	16.8
13. NEWHART	16.7
14. NBC MONDAY NIGHT MOVIES	16.6
15. FALCON CREST	16.0

MEN 18+

PROGRAM NAME	AVERAGE AUDIENCE %
1. BILL COSBY SHOW	23.4
2. FAMILY TIES	21.4
3. CHEERS	19.9
4. NIGHT COURT	18.3
5. 60 MINUTES	18.1
6. NFL MONDAY NIGHT FOOTBALL	17.9
7. NFL FOOTBALL GAME 2 — NBC	15.7
8. MURDER, SHE WROTE	15.2
9. GOLDEN GIRLS	13.7
10. CBS NFL FOOTBALL GAME 1	13.5
11. CBS NFL FOOTBALL GAME 2	13.3
12. MOONLIGHTING	13.1
13. MIAMI VICE	12.9
14. MAGNUM, P.I.	12.7
15. WHO'S THE BOSS	12.4

TEENS 12-17

PROGRAM NAME	AVERAGE AUDIENCE %
1. FAMILY TIES	31.3
2. BILL COSBY SHOW	30.9
3. GROWING PAINS	21.2
4. CHEERS	20.3
5. NIGHT COURT	19.0
6. WHO'S THE BOSS	18.6
7. MOONLIGHTING	14.9
8. ALF	14.5
9. AMAZING STORIES	14.1
10. DISNEY SUNDAY MOVIE	13.6
11. HEAD OF THE CLASS	13.2
12. SIDEKICKS	13.1
13. GOLDEN GIRLS	12.9
14. HUNTER	12.9
15. PERFECT STRANGERS	12.7

CHILDREN 2-11

PROGRAM NAME	AVERAGE AUDIENCE %
1. BILL COSBY SHOW	29.5
2. FAMILY TIES	25.7
3. FOOFUR	19.9
4. ALF	19.8
5. ALVIN AND THE CHIPMUNKS	18.4
6. IT'S PUNKY BREWSTER	17.2
7. DISNEY SUNDAY MOVIE	16.9
8. GROWING PAINS	16.7
9. SMURFS II	15.2
10. WHO'S THE BOSS	15.0
11. SMURFS III	14.9
12. PEE WEE'S PLAYHOUSE	14.6
13. SMURF'S I	13.6
14. GALAXY HIGH SCHOOL	12.6
15. TEEN WOLF	12.1

Top 15 Network Programs

Many different programs rank in network television's top 15 in the course of a year. Those shown here were the regular network programs that ranked at the top during Nielsen Television Index measurements, from November 24-December 21, 1986.

The size of a program's audience is but one of the number of ways to assess its worth or success. For example, many programs below the top 15 may be considered successful because they appeal to a specific target audience that network advertisers want to reach.

Nielsen Media Research

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The Dun & Bradstreet Corporation

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